



WCPO

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ORDER

Print Date 08/06/12

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Flight Dates 07/20/12-07/30/12

Contract / Revision 305173 /

Original Date / Revision
07/19/12 07/31/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Product

Issue. American Crossroads TV 07

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 828

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	72	\$30,268.50	\$35,610.00	0.00	06/25/12	07/29/12	72	\$30,268.50	\$35,610.00
August 2012	10	\$4,046.00	\$4,760.00	0.00	07/30/12	07/30/12	10	\$4,046.00	\$4,760.00
Totals	82	\$34,314.50	\$40,370.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	07/20/12	07/30/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--		1				\$200.00		0.00			
		Week: 07/23/12	07/29/12	MTWTF--		5				\$200.00		0.00			
		Week: 07/30/12	08/05/12	M-----		1				\$200.00		0.00			
N 2	WCPO	07/20/12	07/30/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--		1				\$400.00		0.00			
		Week: 07/23/12	07/29/12	MTWTF--		5				\$400.00		0.00			



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Hiatus Dates

Original Date / Revision 07/19/12/ 07/31/12

Order Sep 00:20:00

Advertiser American Crossroads Product Issue. American Crossroad Estimate # 828

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N 2	WCPO	07/20/12	07/30/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	7	\$2,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----					1	\$400.00		0.00					
N 3	WCPO	07/20/12	07/30/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	7	\$4,200.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	----F--					1	\$600.00		0.00					
Week:		07/23/12	07/29/12	MTWTF--					5	\$600.00		0.00					
Week:		07/30/12	08/05/12	M-----					1	\$600.00		0.00					
N 4	WCPO	07/20/12	07/30/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	-----S-					1	\$400.00		0.00					
Week:		07/23/12	07/29/12	-----S-					1	\$400.00		0.00					
Week:		07/30/12	08/05/12	-----					0	\$0.00		0.00					
N 5	WCPO	07/20/12	07/30/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	-----S-					1	\$500.00		0.00					
Week:		07/23/12	07/29/12	-----S-					1	\$500.00		0.00					
Week:		07/30/12	08/05/12	-----					0	\$0.00		0.00					
N 6	WCPO	07/20/12	07/30/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	-----S					1	\$400.00		0.00					
Week:		07/23/12	07/29/12	-----S					1	\$400.00		0.00					
Week:		07/30/12	08/05/12	-----					0	\$0.00		0.00					
N 7	WCPO	07/20/12	07/30/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	-----S					1	\$450.00		0.00					
Week:		07/23/12	07/29/12	-----S					1	\$450.00		0.00					
Week:		07/30/12	08/05/12	-----					0	\$0.00		0.00					
N 8	WCPO	07/20/12	07/30/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	3	\$260.00	P-3	0.00	NM	7	\$1,820.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	----F--					1	\$260.00		0.00					
Week:		07/23/12	07/29/12	MTWTF--					5	\$260.00		0.00					
Week:		07/30/12	08/05/12	M-----					1	\$260.00		0.00					
N 9	WCPO	07/20/12	07/30/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	1	\$350.00	P-3	0.00	NM	6	\$2,100.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		07/16/12	07/22/12	----F--					1	\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	WCPO	07/16/12-07/22/12		M-F 11a-12p		11a-12p	-----F----	:30		(\$350.00)		0.00	NM				
Credited																	
[Credit. Flight ended.]																	
Week:		07/23/12	07/29/12	MTWTF--					5	\$350.00		0.00					
Week:		07/30/12	08/05/12	M-----					1	\$350.00		0.00					
N 10	WCPO	07/20/12	07/30/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	7	\$2,800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 10	WCPO	07/20/12	07/30/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$400.00		0.00			
		Week: 07/23/12	07/29/12	MTWTF--					5	\$400.00		0.00			
		Week: 07/30/12	08/05/12	M-----					1	\$400.00		0.00			
N 11	WCPO	07/20/12	07/30/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$500.00		0.00			
		Week: 07/23/12	07/29/12	MTWTF--					5	\$500.00		0.00			
		Week: 07/30/12	08/05/12	M-----					1	\$500.00		0.00			
N 12	WCPO	07/20/12	07/30/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$750.00		0.00			
		Week: 07/23/12	07/29/12	MTWTF--					5	\$750.00		0.00			
		Week: 07/30/12	08/05/12	M-----					1	\$750.00		0.00			
N 13	WCPO	07/20/12	07/30/12	SA 730-8p SA 730-8P	CM	730-758p	-----S-	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$600.00		0.00			
		Week: 07/23/12	07/29/12	-----S-					1	\$600.00		0.00			
		Week: 07/30/12	08/05/12	-----					0	\$0.00		0.00			
N 14	WCPO	07/20/12	07/30/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	4	\$900.00	P-2	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F-S					2	\$900.00		0.00			
		Week: 07/23/12	07/29/12	MTWTF-S					7	\$900.00		0.00			
		Week: 07/30/12	08/05/12	M-----					1	\$900.00		0.00			
N 15	WCPO	07/20/12	07/30/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$400.00		0.00			
		Week: 07/23/12	07/29/12	MTWTF--					5	\$400.00		0.00			
		Week: 07/30/12	08/05/12	M-----					1	\$400.00		0.00			
													Totals	82	\$40,370.00